

MINUTES FOR ECONOMIC DEVELOPMENT COMMITTEE

May 13, 2014

Called to order at 7:20 p.m.

Present: Lana Razdan, Rollyn Hoffman, Jim Cox, Peter Beacham, Gary DellaRocco, Rob Liebow, Steve Attwood

Absent: Theresa Scatterday

Guests: Suzan Galpin

➤ **Minutes of the Meeting of April 8, 2014**

Approved.

➤ **Updates**

- **Wayfinding:** The painting project was completed with the aid of volunteers on April 12. Some additional markings were made several days later, and further publicizing of the alternative routes will occur. Initial feedback has been positive and Lana thanked all those involved.
- **EDSAT:** A contract has been signed between the town and Dr. Barry Bluestone. During the summer the town will respond to a lengthy questionnaire covering all aspects of the economic landscape which Dr. Bluestone uses as the starting point for analyzing key issues. If everything proceeds in a timely manner it is hoped that focus groups with key town personnel will take place in the fall.
- **Real Estate Questionnaire/ Focus Group:** The Town Administrator's office is formatting the questionnaire to be used by SurveyMonkey. It will then be sent on to the PTO for action, probably during the first week of June.
- **Mobile App/ Cultural District:** The App will be launched officially on Apple and Android platforms on May 14. A great deal of work by Rol, Jim, and others has been done and Lana thanked everyone for their efforts.
- **PR/ Marketing:** Despite numerous requests for action, the EDC recommendation has still not reached the Selectmen for review and approval. It is hoped that this will be remedied at the next Selectmen's Meeting. Lana has been assured by the Town Administrator's office that funding the contract will not be a problem even though the work will span two fiscal years.

➤ **Tourism Collaborative Meeting Overview**

The Chamber of Commerce is organizing and leading a seminar dealing with Cape Ann tourism issues. A number of speakers will have a limited time to present what they are working on, and Lana will present on the initiatives being taken in Rockport. An open

discussion will follow the presentations. The event is scheduled for May 15 at the Gloucester House and all are welcome to attend.

➤ **Demographic Issues**

The Planning Board has indicated its interest in looking at demographic issues and through Lana will liaise with the EDC as appropriate.

➤ **Other Business**

- All committee members indicated their willingness to serve for another year with the exception of Gary who will step down. Suzan Galpin is interested in joining the committee and with Lana's assistance will petition the Selectmen.
- It was agreed that during the summer the committee would invite the Head of the Chamber of Commerce to speak about future plans for Rockport.
- Several events take place in Rockport on an annual basis eg: Motif #1 Day, Harvest Festival, Christmas in Rockport, New Year's Eve and Shoppers Night and the committee feels that it is very important that each of these events remain successful. It is extremely hard work for each of the leaders of these events to stage a successful event and the committee agreed that it would extend an invitation to the principals to discuss their issues in an open forum with the committee members. Lana will coordinate with the relevant parties.
- Discussions continue for new restaurants and for development of Whistlestop Mall. Nothing concrete or imminent can be reported.

➤ **Date of Next Meeting**

June 10, 2014

The meeting adjourned at 9:00 p.m.